



CENTRAL COUNTIES TOURISM

Adventure Seekers

Adventure Seekers



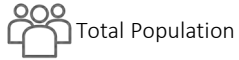
This segment skews male,
is family oriented and makes
informed decisions quickly.

Lives in a middle class suburban
area with an upscale household income.

Enjoys the outdoors, watching sports related events and
physical activities like camping, skiing, zip-lining, cycling, jet-
skiing. Also enjoys cultural activities such as festivals,
carnivals, concerts and food.

Light internet users, this group does not enjoy technology and
are light social media users. Responds to outdoor, radio,
television and lifestyle magazine advertising. Likes to travel
taking three to five out-of-town vacations in a year.

Demographic Profile



Total Population
 Target Group: 833,539 | 8.0%
 Market: 10,362,192



Total Households
 Target Group: 292,888 | 7.6%
 Market: 3,835,960

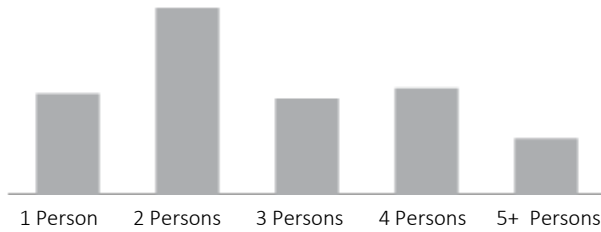
Average Household Income

\$135,960
 (114)

Household Size*

Median Household
 Maintainer Age

57
 (109)



	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	18.5	34.1	17.6	19.5	10.3
Index	72	113	104	118	95

Marital Status**

61.0%
 (111)

Married/Common-Law

Family Composition***

50.6%
 (102)

Couples With Kids at Home

Education**

27.5%
 (104)

High School Certificate Or
 Equivalent

Visible Minority Presence*

18.2%
 (41)

Belong to a visible minority
 group

Non-Official Language*

1.0%
 (29)

No knowledge of English or
 French

Immigrant Population*

20.2%
 (53)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Attraction to Nature	124	76	Enthusiasm for Technology
Emotional Control	116	78	Pursuit of Novelty
Utilitarian Consumerism	116	80	Attraction For Crowds
National Pride	114	82	Advertising as Stimulus
Confidence in Small Business	113	82	Joy of Consumption

[Link to Glossary of Social Values](#)

Key Social Values

Attraction to Nature Index = 124	Emotional Control Index = 116	Utilitarian Consumerism Index = 116
National Pride Index = 114	Confidence in Small Business Index = 113	Obedience to Authority Index = 113
Cultural Assimilation Index = 112	Rejection of Orderliness Index = 112	Financial Concern Regarding the Future Index = 112
Technology Anxiety Index = 112	Ethical Consumerism Index = 111	Need for Escape Index = 111

































Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited [Past Year]

Top 5 Activities Participated*	% Comp	Index
Reading	83.5	102
Gardening	61.0	108
Swimming	58.2	107
Home exercise & home workout	53.5	99
Fitness walking	48.7	103

Top 5 Activities Attended*	% Comp	Index
Movies at a theatre/drive-in	39.0	98
Exhibitions, carnivals, fairs & markets	35.7	112
Bars & restaurant bars	35.6	93
Auditoriums, arenas & stadiums (any)	33.3	96
Parks & city gardens	32.7	108

Key Tourism Activities**

Reading  83.5% (102)	Gardening  61.0% (108)	Swimming  58.2% (107)	Home exercise & home workout  53.5% (99)	Fitness walking  48.7% (103)	Volunteer work  47.9% (105)	Camping  44.1% (109)	Arts, crafts, sewing & knitting  43.9% (109)
Playing video games  42.5% (99)	Bowling  42.0% (102)	Cycling  40.6% (110)	Movies at a theatre/drive-in  39.0% (98)	Canoeing & kayaking  36.6% (106)	Exhibitions, carnivals, fairs & markets  35.7% (112)	Bars & restaurant bars  35.6% (93)	Photography  35.5% (104)
Auditoriums, arenas & stadiums (any)  33.3% (96)	Hiking & backpacking  33.0% (100)	Ice skating  32.8% (108)	Parks & city gardens  32.7% (108)	Fitness classes  31.5% (96)	Art galleries, museums & science centres  31.3% (98)	Other activities & attractions  30.7% (86)	Specialty movie theatres/IMAX  30.0% (105)
Historical sites  28.1% (103)	Theatre - Major theatres, halls & auditoriums  27.7% (101)	Fishing & hunting  27.0% (119)	Billiards & pool  26.9% (103)	Health club activity  26.6% (90)	Golfing  26.0% (120)	Jogging  24.2% (92)	Concerts - Theatres & halls  23.9% (99)

Sources: Opticks Powered by Numeris

Index: At least 10% **above** or **below** the average

(!) Indicates small sample size

*Selected and ranked by percent composition

Source: Environics Analytics

Note: Base variables are default and vary based on database

Based on Households Population 12+

**Ranked by percent composition

Media

Overall Level of Use

Radio



14 hours/week
(114)

Television



1,246 minutes/week
(106)

Newspaper



1 hours/week
(95)

Magazine



9 minutes/day
(114)

Internet



241 minutes/day
(92)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	22.1	98
Mainstream Top 40/CHR	19.8	85
Adult Contemporary	17.8	112
Classic Hits	16.5	123
Hot Adult Contemporary	16.3	115
Today's Country	14.9	171
AOR/Mainstream Rock	14.4	111
Multi/Variety/Specialty	9.4	106
Not Classified	8.9	141
All News	8.6	76

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	47.1	102
Evening local news	35.0	109
Primetime serial dramas	31.5	110
News/current affairs	27.3	105
Home renovation/decoration shows	27.0	112
Situation comedies	26.8	113
Suspense/crime dramas	25.6	102
Hockey (when in season)	25.1	105
Documentaries	24.3	106
Cooking programs	21.9	101

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	57.4	103
National News	51.6	101
International News & World	47.8	98
Movie & Entertainment	35.1	98
Health	31.0	96
Food	31.0	100
Sports	29.6	99
Editorials	29.1	101
Business & Financial	27.7	98
Travel	26.6	103

Top Magazine Publications*

Read [Past Month]

	%	Index
CAA Magazine	13.9	104
Canadian Living	9.3	118
Other English-Canadian	7.8	113
Food & Drink	6.8	93
Other U.S. magazines	6.8	102
Hello! Canada	5.8	131
Cineplex Magazine	5.2	104
Maclean's	4.9	106
National Geographic	4.9	95
Reader's Digest	4.8	109

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	68.0	100
Send/receive a text/instant message	60.3	99
Participate in an online social network	51.1	94
Use maps/directions service	50.9	97
Take pictures/video	50.5	97
Use apps	50.0	99
Do banking/pay bills online	49.7	98
Internet search - business, services, products	44.6	104
Access a news site	37.0	95
Watch a subscription-based video service	33.9	97

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	55.8	98
Send/receive email	49.1	97
Take pictures/video	47.1	95
Use apps	46.0	99
Use maps/directions service	40.6	94
Participate in an online social network	38.8	89
Internet search - business, services, products	25.9	94
Do banking/pay bills online	23.3	88
Access a news site	21.2	83
Compare products/prices while shopping	20.4	95

Media

Social Media Platforms

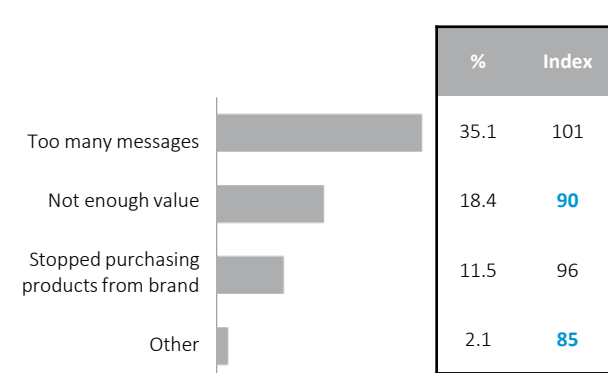
Usage [Currently Use]



Reasons to Follow Brands

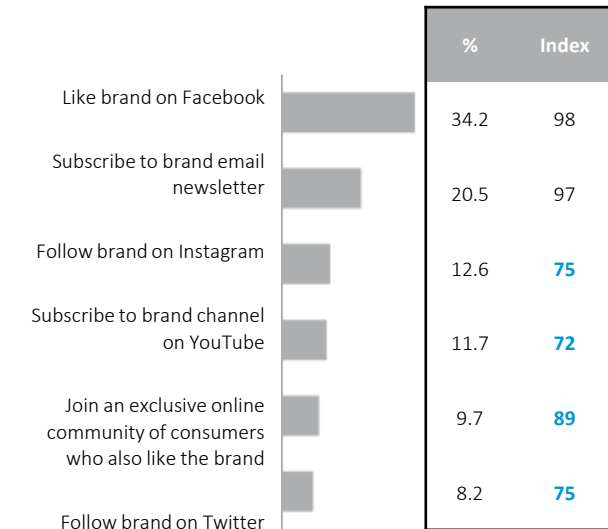


Reasons to Unfollow Brands

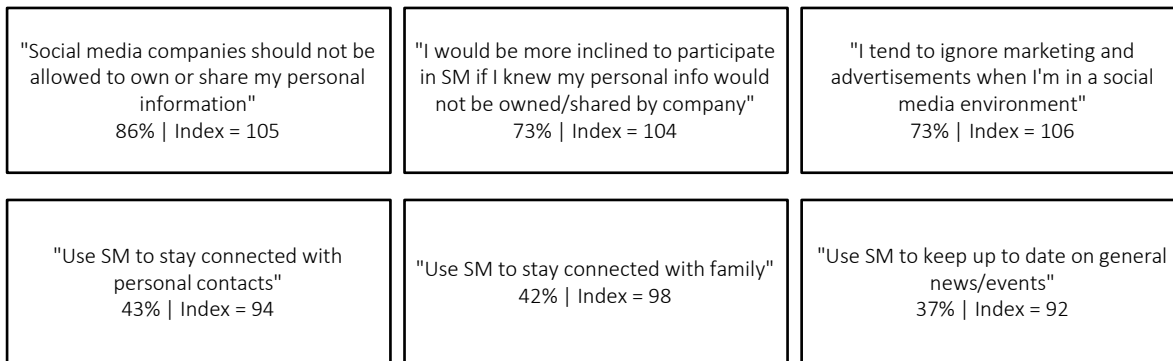


Actions Taken using Social Media

Variables with Response "Yes"



Social Media Attitudes



Adventure Seekers

PRIZM Segments Included (by SESI): 05, 21, 26, 41, 43, 45, 49, 58, 62

Market: Total Market



CENTRAL
COUNTIES
TOURISM

Product Preferences

Variables with "Agree" Statements

"I consider it important to vote in elections"
83% | Index = 100

"I am concerned about people getting high and driving"
77% | Index = 100

"I would like to eat healthy foods more often"
77% | Index = 100

"It is important to monitor what children watch/listen to/access via media"
76% | Index = 101

"If one of my usual brands is on special, I will buy extra"
75% | Index = 104

"I have tried a product/service based on a personal recommendation"
73% | Index = 101

"Once I find a brand I like, I stick with it"
72% | Index = 99

"I am concerned about the issues of online security/identity theft"
71% | Index = 103

"I generally achieve what I set out to do"
70% | Index = 101

"I would rather spend a quiet evening at home than go out to a party"
70% | Index = 100

"I am very concerned about the nutritional content of food products I buy"
68% | Index = 100

"'New and improved' on packages is just an advertising gimmick"
67% | Index = 99

"Family life and having children are most important to me"
66% | Index = 107

"I prepare a grocery list before doing my shopping"
65% | Index = 104

"I consider myself to be informed on current events or issues"
64% | Index = 100

"I value companies who give back to the community"
63% | Index = 99

"I make an effort to buy local produce/products"
62% | Index = 104

"I am more independent than most people"
58% | Index = 101

"My home is kept very neat and clean"
57% | Index = 101

"I offer recommendations of products/services to other people"
57% | Index = 101

"I am interested in learning about different cultures"
57% | Index = 95

"I like to try new places to eat"
57% | Index = 100

"I prefer to shop at retail store location for the customer experience"
56% | Index = 101

"When I shop online I prefer to support Canadian retailers"
56% | Index = 102

"I take care of money matters and bill paying in our household"
55% | Index = 100



CENTRAL COUNTIES TOURISM

Art Lovers – Urbanite (Core)

Art Lovers -The Urbanite (Core)

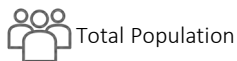
Visitors in this segment are primarily made up of culturally diverse urbanites with a university education and a slightly above average household income. Living vibrant metropolitan areas, this group enjoys exploring engaging cultural activities and places: museums, live theatre, concerts and galleries. They are socially progressive, health & environmentally conscious, utilize public transit and cycling while supporting sustainable businesses. They are well versed in social and digital media, but also read the newspaper and magazines.

For entertainment, they stream programming and are light radio users.

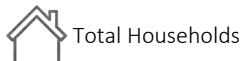
When vacationing, they opt to stay with family and friends.



Demographic Profile



Total Population
 Target Group: 1,546,231 | 14.9%
 Market: 10,362,192

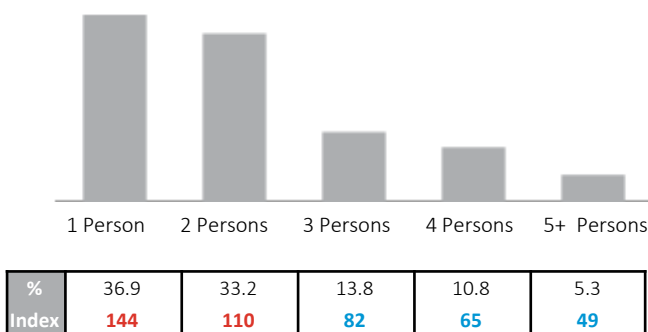


Total Households
 Target Group: 697,232 | 18.2%
 Market: 3,835,960

Average Household Income

\$129,016
 (108)

Household Size*



Median Household Maintainer Age

47
 (90)

Marital Status**

51.9%
 (94)

Married/Common-Law

Family Composition***

43.8%
 (131)

Couples Without Kids at Home

Education**

50.4%
 (154)

University Degree

Visible Minority Presence*

40.4%
 (92)

Belong to a visible minority group

Non-Official Language*

3.6%
 (109)

No knowledge of English or French

Immigrant Population*

37.1%
 (98)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Rejection of Authority	139	56	Attraction to Nature
Culture Sampling	139	74	Obedience to Authority
Equal Relationship with Youth	130	76	Aversion to Complexity
Sexual Permissiveness	129	76	Parochialism
Effort Toward Health	127	78	Primacy of the Family

[Link to Glossary of Social Values](#)

Key Social Values

Rejection of Authority Index = 139	Culture Sampling Index = 139	Equal Relationship with Youth Index = 130
Sexual Permissiveness Index = 129	Effort Toward Health Index = 127	Flexible Families Index = 126
Ecological Concern Index = 126	Global Consciousness Index = 125	Social Learning Index = 122
Personal Control Index = 120	Need for Status Recognition Index = 120	Consumptivity Index = 120

































Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited [Past Year]

Top 5 Activities Participated*	% Comp	Index
Reading	82.3	101
Gardening	55.9	99
Home exercise & home workout	53.7	100
Swimming	53.6	98
Fitness walking	48.2	102

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	42.4	118
Bars & restaurant bars	40.5	106
Movies at a theatre/drive-in	39.9	100
Art galleries, museums & science centres	37.8	118
Auditoriums, arenas & stadiums (any)	36.9	107

Key Tourism Activities**

<p>Reading</p>  <p>82.3% (101)</p>	<p>Gardening</p>  <p>55.9% (99)</p>	<p>Home exercise & home workout</p>  <p>53.7% (100)</p>	<p>Swimming</p>  <p>53.6% (98)</p>	<p>Fitness walking</p>  <p>48.2% (102)</p>	<p>Volunteer work</p>  <p>45.7% (101)</p>	<p>Other activities & attractions</p>  <p>42.4% (118)</p>	<p>Bars & restaurant bars</p>  <p>40.5% (106)</p>
<p>Playing video games</p>  <p>40.2% (94)</p>	<p>Movies at a theatre/drive-in</p>  <p>39.9% (100)</p>	<p>Bowling</p>  <p>39.7% (96)</p>	<p>Camping</p>  <p>39.3% (97)</p>	<p>Arts, crafts, sewing & knitting</p>  <p>39.1% (97)</p>	<p>Cycling</p>  <p>39.1% (106)</p>	<p>Art galleries, museums & science centres</p>  <p>37.8% (118)</p>	<p>Auditoriums, arenas & stadiums (any)</p>  <p>36.9% (107)</p>
<p>Canoeing & kayaking</p>  <p>36.8% (106)</p>	<p>Photography</p>  <p>35.2% (103)</p>	<p>Fitness classes</p>  <p>33.7% (103)</p>	<p>Theatre - Major theatres, halls & auditoriums</p>  <p>33.1% (120)</p>	<p>Hiking & backpacking</p>  <p>32.6% (98)</p>	<p>Historical sites</p>  <p>32.6% (119)</p>	<p>Health club activity</p>  <p>31.8% (108)</p>	<p>Parks & city gardens</p>  <p>31.3% (104)</p>
<p>Specialty movie theatres/IMAX</p>  <p>30.5% (107)</p>	<p>Exhibitions, carnivals, fairs & markets</p>  <p>29.5% (93)</p>	<p>Ice skating</p>  <p>28.5% (94)</p>	<p>Concerts - Theatres & halls</p>  <p>28.3% (118)</p>	<p>Jogging</p>  <p>25.6% (97)</p>	<p>Billiards & pool</p>  <p>25.1% (96)</p>	<p>Pilates & yoga</p>  <p>22.9% (107)</p>	<p>National or provincial park</p>  <p>22.7% (107)</p>

Sources: Opticks Powered by Numeris

Index: At least 10% **above** or **below** the average

(!) Indicates small sample size

*Selected and ranked by percent composition

Source: Environics Analytics

Note: Base variables are default and vary based on database

Based on Households Population 12+

**Ranked by percent composition

Media

Overall Level of Use

Radio



12 hours/week
(94)

Television



1,169 minutes/week
(100)

Newspaper



1 hours/week
(127)

Magazine



8 minutes/day
(109)

Internet



260 minutes/day
(100)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	30.2	135
Mainstream Top 40/CHR	19.2	82
Adult Contemporary	13.8	87
AOR/Mainstream Rock	12.3	95
Classic Hits	11.7	87
Multi/Variety/Specialty	11.3	127
Modern/Alternative Rock	11.1	121
Hot Adult Contemporary	10.6	75
All News	10.4	92
Classical/Fine Arts	7.5	169

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	45.7	99
Evening local news	32.0	99
Primetime serial dramas	28.9	101
Suspense/crime dramas	28.2	112
News/current affairs	27.7	107
Documentaries	24.9	108
Situation comedies	23.6	99
Hockey (when in season)	22.9	96
Cooking programs	21.7	100
Home renovation/decoration shows	21.6	90

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	57.1	102
National News	56.4	111
International News & World	52.1	107
Movie & Entertainment	37.1	104
Health	33.4	104
Editorials	32.8	114
Business & Financial	32.1	113
Food	31.5	102
Sports	31.4	105
Travel	27.2	105

Top Magazine Publications*

Read [Past Month]

	%	Index
CAA Magazine	15.4	115
Other U.S. magazines	8.8	132
Canadian Living	8.8	112
Food & Drink	8.5	116
Other English-Canadian	7.7	112
Cineplex Magazine	6.0	120
Maclean's	5.9	127
National Geographic	5.4	105
Hello! Canada	5.3	120
Zoomer Magazine	5.1	120

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	69.6	102
Send/receive a text/instant message	61.8	101
Use maps/directions service	56.4	108
Use apps	53.5	106
Participate in an online social network	52.8	98
Do banking/pay bills online	52.2	103
Take pictures/video	51.2	98
Internet search - business, services, products	45.8	107
Access a news site	42.2	108
Watch a subscription-based video service	36.1	103

Top Mobile Activities*

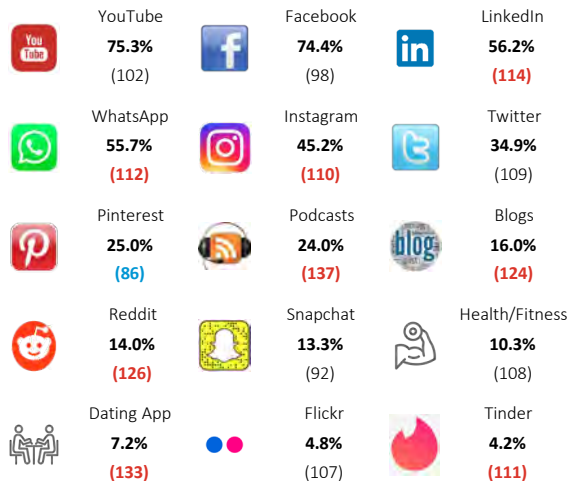
Activity [Past Week]

	%	Index
Send/receive a text/instant message	57.0	100
Send/receive email	50.9	100
Use apps	48.9	105
Take pictures/video	48.8	98
Use maps/directions service	45.8	106
Participate in an online social network	41.0	95
Internet search - business, services, products	30.6	111
Do banking/pay bills online	27.2	103
Access a news site	26.8	105
Compare products/prices while shopping	21.3	100

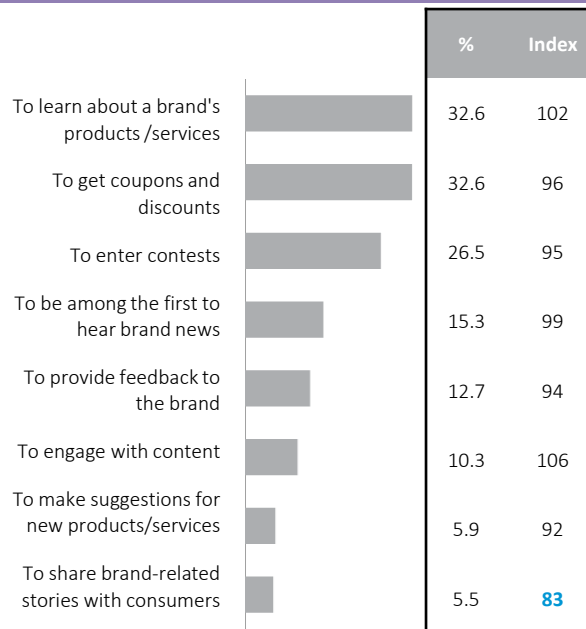
Media

Social Media Platforms

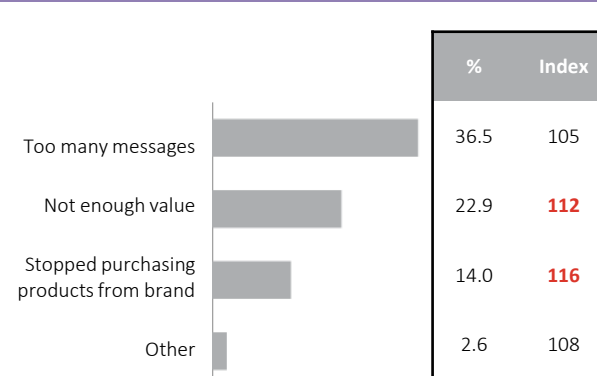
Usage [Currently Use]



Reasons to Follow Brands



Reasons to Unfollow Brands



Social Media Attitudes

"Social media companies should not be allowed to own or share my personal information"
 82% | Index = 100

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
 70% | Index = 99

"I tend to ignore marketing and advertisements when I'm in a social media environment"
 70% | Index = 101

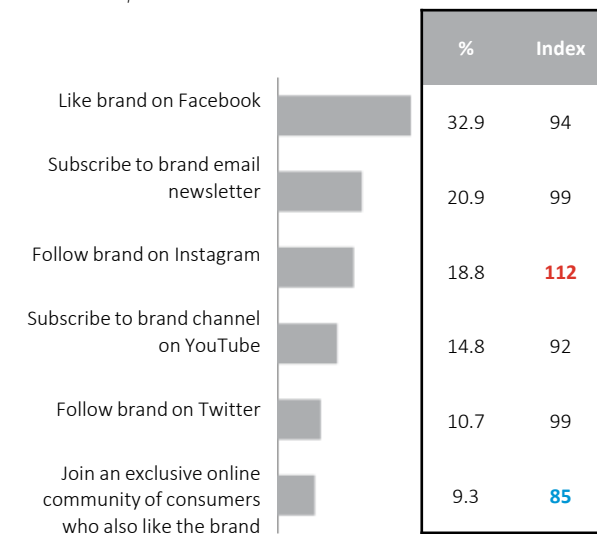
"Use SM to stay connected with personal contacts"
 47% | Index = 101

"Use SM to stay connected with family"
 41% | Index = 94

"Use SM to keep up to date on general news/events"
 40% | Index = 100

Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

Variables with "Agree" Statements

<p>"I consider it important to vote in elections" 84% Index = 102</p>	<p>"I would like to eat healthy foods more often" 78% Index = 102</p>	<p>"I am concerned about people getting high and driving" 78% Index = 101</p>	<p>"It is important to monitor what children watch/listen to/access via media" 77% Index = 102</p>	<p>"If one of my usual brands is on special, I will buy extra" 74% Index = 103</p>
<p>"Once I find a brand I like, I stick with it" 74% Index = 101</p>	<p>"I have tried a product/service based on a personal recommendation" 73% Index = 101</p>	<p>"I am concerned about the issues of online security/identity theft" 70% Index = 102</p>	<p>"I generally achieve what I set out to do" 70% Index = 100</p>	<p>"I am very concerned about the nutritional content of food products I buy" 69% Index = 101</p>
<p>"I would rather spend a quiet evening at home than go out to a party" 67% Index = 97</p>	<p>"I value companies who give back to the community" 66% Index = 104</p>	<p>"I consider myself to be informed on current events or issues" 66% Index = 104</p>	<p>"'New and improved' on packages is just an advertising gimmick" 66% Index = 97</p>	<p>"I prepare a grocery list before doing my shopping" 63% Index = 101</p>
<p>"I am interested in learning about different cultures" 63% Index = 106</p>	<p>"I make an effort to buy local produce/products" 61% Index = 102</p>	<p>"It's important to buy products from socially-responsible/environmentally-friendly companies" 60% Index = 104</p>	<p>"I like to try new places to eat" 59% Index = 104</p>	<p>"Family life and having children are most important to me" 59% Index = 96</p>
<p>"I take care of money matters and bill paying in our household" 58% Index = 106</p>	<p>"My home is kept very neat and clean" 58% Index = 102</p>	<p>"I prefer to shop at retail store location for the customer experience" 57% Index = 102</p>	<p>"I offer recommendations of products/services to other people" 56% Index = 100</p>	<p>"I am more independent than most people" 56% Index = 99</p>



CENTRAL COUNTIES TOURISM

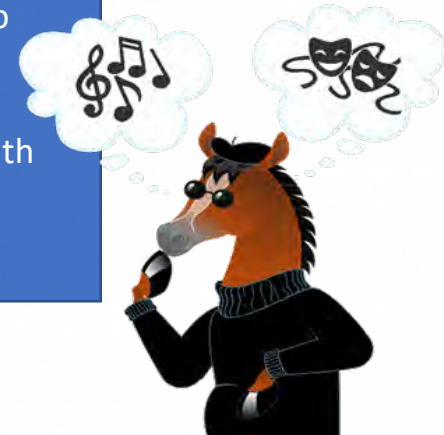
Art Lovers – Community Explorer (Tactical)

Art Lover – Community Explorer (Tactical)

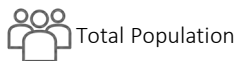
Passionate about Canadian culture and heritage, the segment tends to be older & budget conscious with a modest income. Education is founded in hard work experience over post-secondary studies. Born in Canada, this group embraces cultural diversity in family and experiences, places high value in community.

Time is not an issue, so they often visit art galleries and local museums & studios, attend exhibitions, festivals and live community theatre and is prone to study arts & crafts. This group supports local businesses when shopping because they believe they offer better value and have more ethical practices than large corporate companies.

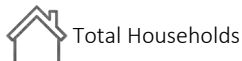
They prefer traditional media outlets: TV, Radio, Local & Daily Newspapers with a focus on educational, local news, and lifestyle with an affinity to real estate publications. This group does notice outdoor media due to their exploratory lifestyle. Less digitally inclined, this group are light internet and social media users. This group chooses to enjoy travel experiences close to home but when vacationing, they spend time with family utilizing cost-effective options.



Demographic Profile



Total Population
 Target Group: 567,912 | 5.5%
 Market: 10,362,192

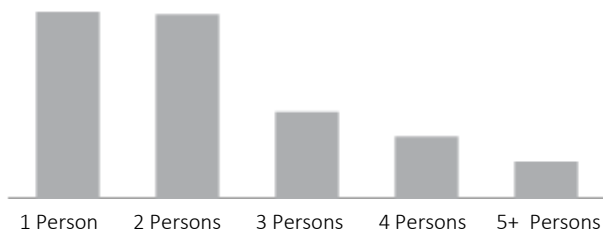


Total Households
 Target Group: 248,464 | 6.5%
 Market: 3,835,960

Average Household Income

\$78,113
 (66)

Household Size*



Median Household
 Maintainer Age

53
 (102)

%	33.5	33.0	15.6	11.2	6.7
Index	131	110	93	68	61

Marital Status**

47.9%
 (87)

Married/Common-Law

Family Composition***

37.1%
 (75)

Couples With Kids at Home

Education**

31.7%
 (120)

High School Certificate Or
 Equivalent

Visible Minority Presence*

20.3%
 (46)

Belong to a visible minority
 group

Non-Official Language*

1.4%
 (41)

No knowledge of English or
 French

Immigrant Population*

20.5%
 (54)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Need for Escape	120	82	Sexism
Technology Anxiety	119	85	Fulfilment Through Work
National Pride	116	88	Confidence in Big Business
Racial Fusion	116	88	Social Responsibility
Introspection & Empathy	116	88	Need for Status Recognition

[Link to Glossary of Social Values](#)

Key Social Values

Need for Escape Index = 120	Technology Anxiety Index = 119	National Pride Index = 116
Racial Fusion Index = 116	Introspection & Empathy Index = 116	Confidence in Small Business Index = 114
Importance of Price Index = 114	Financial Concern Regarding the Future Index = 114	Interest in the Unexplained Index = 113
Fear of Violence Index = 113	Work Ethic Index = 113	Rejection of Orderliness Index = 113

































Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited [Past Year]

Top 5 Activities Participated*	% Comp	Index
Reading	78.3	96
Gardening	59.3	105
Home exercise & home workout	52.7	98
Swimming	52.5	96
Playing video games	44.5	104

Top 5 Activities Attended*	% Comp	Index
Movies at a theatre/drive-in	37.8	95
Bars & restaurant bars	37.2	97
Exhibitions, carnivals, fairs & markets	34.1	108
Parks & city gardens	33.9	113
Auditoriums, arenas & stadiums (any)	32.0	93

Key Tourism Activities**

Reading  78.3% (96)	Gardening  59.3% (105)	Home exercise & home workout  52.7% (98)	Swimming  52.5% (96)	Playing video games  44.5% (104)	Fitness walking  44.3% (94)	Volunteer work  42.4% (93)	Bowling  41.7% (101)
Arts, crafts, sewing & knitting  41.3% (102)	Camping  41.1% (102)	Movies at a theatre/drive-in  37.8% (95)	Bars & restaurant bars  37.2% (97)	Cycling  35.1% (95)	Photography  34.3% (100)	Exhibitions, carnivals, fairs & markets  34.1% (108)	Parks & city gardens  33.9% (113)
Canoeing & kayaking  32.5% (94)	Fitness classes  32.3% (98)	Auditoriums, arenas & stadiums (any)  32.0% (93)	Art galleries, museums & science centres  30.7% (96)	Other activities & attractions  30.3% (84)	Hiking & backpacking  30.0% (90)	Specialty movie theatres/IMAX  27.9% (98)	Billiards & pool  27.3% (104)
Health club activity  26.9% (91)	Ice skating  26.5% (87)	Fishing & hunting  24.7% (109)	Historical sites  23.9% (87)	Concerts - Theatres & halls  22.6% (94)	Jogging  22.6% (86)	Theatre - Major theatres, halls & auditoriums  22.4% (82)	National or provincial park  21.8% (103)

Sources: Opticks Powered by Numeris

Index: At least 10% **above** or **below** the average

(!) Indicates small sample size

*Selected and ranked by percent composition

Source: Environics Analytics

Note: Base variables are default and vary based on database

Based on Households Population 12+

**Ranked by percent composition

Media

Overall Level of Use

Radio



14 hours/week
(114)

Television



1,275 minutes/week
 (109)

Newspaper



1 hours/week
 (92)

Magazine



8 minutes/day
 (101)

Internet



250 minutes/day
 (96)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	19.3	86
AOR/Mainstream Rock	18.0	138
Adult Contemporary	15.2	96
Today's Country	14.5	166
Mainstream Top 40/CHR	14.4	62
Hot Adult Contemporary	14.3	101
Classic Hits	14.0	105
Not Classified	10.4	165
Multi/Variety/Specialty	9.0	102
Modern/Alternative Rock	7.2	79

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	47.4	103
Evening local news	33.3	103
Primetime serial dramas	28.5	100
Home renovation/decoration shows	26.7	111
Situation comedies	24.5	103
News/current affairs	24.5	94
Suspense/crime dramas	23.6	94
Hockey (when in season)	23.2	97
Documentaries	22.2	97
Cooking programs	20.0	92

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	57.5	103
National News	49.3	97
International News & World	47.2	97
Movie & Entertainment	33.4	94
Health	31.4	98
Editorials	30.8	107
Food	30.0	97
Sports	27.8	93
Business & Financial	27.4	96
Travel	24.9	96

Top Magazine Publications*

Read [Past Month]

	%	Index
CAA Magazine	13.9	104
Canadian Living	9.4	120
Other English-Canadian	8.5	123
Food & Drink	6.3	87
Other U.S. magazines	6.2	92
Reader's Digest	5.4	123
National Geographic	4.8	94
Maclean's	4.5	97
Cineplex Magazine	4.4	88
Hello! Canada	4.3	98

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	65.2	96
Send/receive a text/instant message	57.6	94
Participate in an online social network	52.9	98
Take pictures/video	49.3	95
Do banking/pay bills online	48.3	95
Use apps	46.1	91
Use maps/directions service	45.2	86
Internet search - business, services, products	42.0	98
Access a news site	36.0	92
Watch a subscription-based video service	36.0	103

Top Mobile Activities*

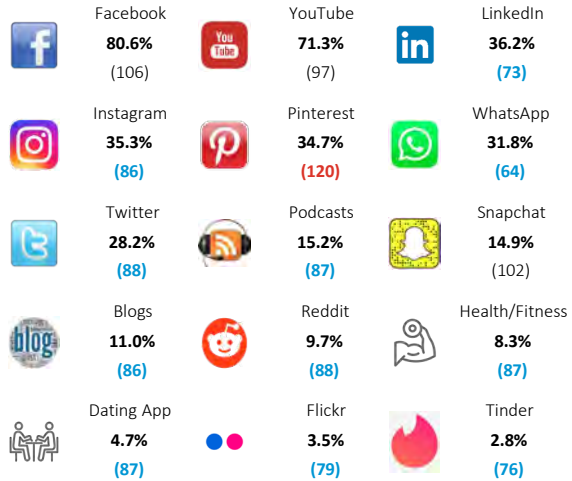
Activity [Past Week]

	%	Index
Send/receive a text/instant message	53.9	94
Send/receive email	48.1	95
Take pictures/video	46.6	94
Use apps	43.0	92
Participate in an online social network	41.4	96
Use maps/directions service	37.5	87
Internet search - business, services, products	27.1	98
Do banking/pay bills online	25.9	98
Access a news site	23.2	91
Compare products/prices while shopping	21.2	99

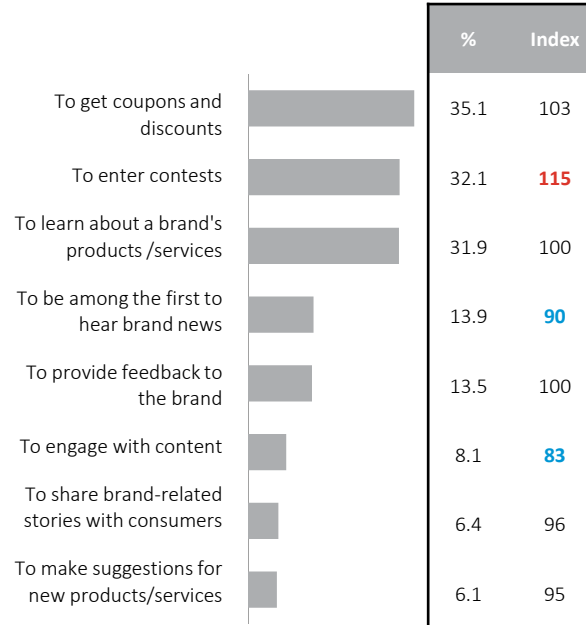
Media

Social Media Platforms

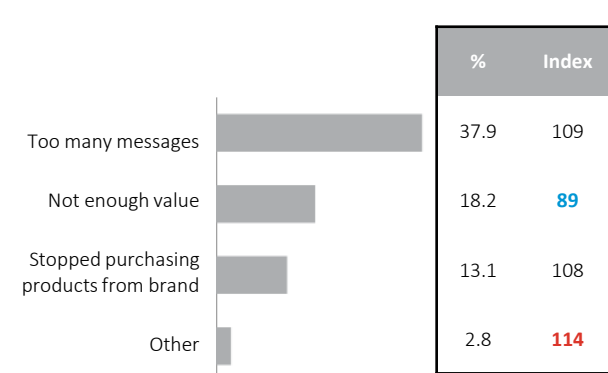
Usage [Currently Use]



Reasons to Follow Brands

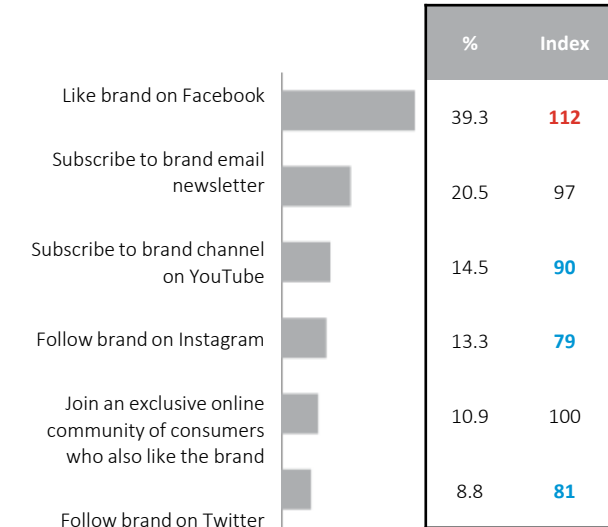


Reasons to Unfollow Brands

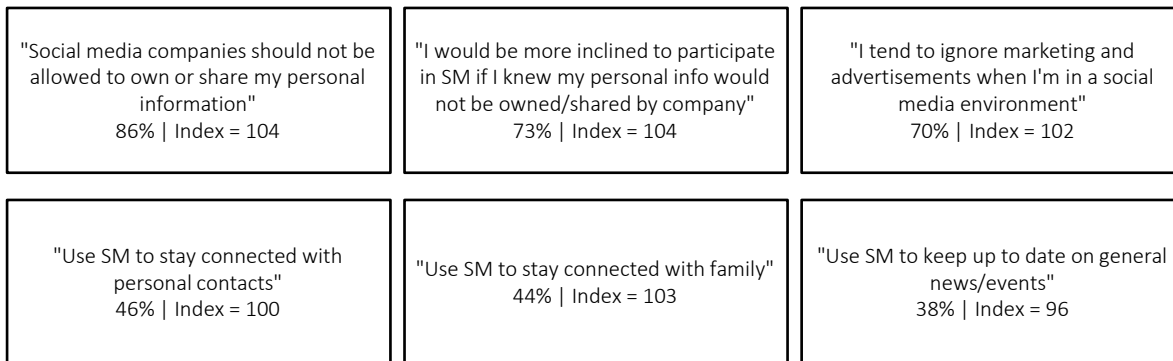


Actions Taken using Social Media

Variables with Response "Yes"



Social Media Attitudes



Product Preferences

Variables with "Agree" Statements

"I consider it important to vote in elections" 80% Index = 97	"I would like to eat healthy foods more often" 76% Index = 98	"I am concerned about people getting high and driving" 75% Index = 97	"It is important to monitor what children watch/listen to/access via media" 75% Index = 99	"Once I find a brand I like, I stick with it" 74% Index = 101
"I have tried a product/service based on a personal recommendation" 73% Index = 101	"I would rather spend a quiet evening at home than go out to a party" 72% Index = 103	"If one of my usual brands is on special, I will buy extra" 71% Index = 100	"I am concerned about the issues of online security/identity theft" 69% Index = 100	"I generally achieve what I set out to do" 68% Index = 98
"'New and improved' on packages is just an advertising gimmick" 67% Index = 99	"I value companies who give back to the community" 66% Index = 103	"I am very concerned about the nutritional content of food products I buy" 66% Index = 96	"I consider myself to be informed on current events or issues" 63% Index = 99	"I prepare a grocery list before doing my shopping" 62% Index = 100
"I make an effort to buy local produce/products" 61% Index = 103	"Family life and having children are most important to me" 61% Index = 99	"I am more independent than most people" 60% Index = 106	"I take care of money matters and bill paying in our household" 58% Index = 105	"I like to cook" 58% Index = 106
"It's important to buy products from socially-responsible/environmentally-friendly companies" 57% Index = 98	"My home is kept very neat and clean" 56% Index = 99	"I am interested in learning about different cultures" 56% Index = 93	"I offer recommendations of products/services to other people" 56% Index = 99	"I prefer to postpone a purchase than buy on credit" 56% Index = 111



CENTRAL COUNTIES TOURISM

Family Fun

Family Fun

This group is made up of culturally diverse young to middle-aged families with school-aged children living in suburban culturally diverse areas. They are university educated with a household income higher than the market average.

Family comes first for this group, and they prefer to spend time with children at family friendly attractions like zoos, festivals, amusement parks while also enjoying outdoor fun & adventure to get away from daily stress and build family memories.

One parent is the primary decision maker and looks for detailed information before making a purchase decision.

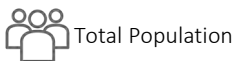
As commuters, this group listens to radio, are heavy internet users and seek out multicultural connections in advertising.

They are a highly social group, sharing their experiences and making recommendations on multiple social platforms such as Instagram, Twitter and Facebook.

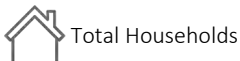
Enjoys travelling and taking vacations to escape their daily routine. Usually opt for all-inclusive or spa resorts for accommodations.



Demographic Profile



Total Population
 Target Group: 2,688,514 | 25.9%
 Market: 10,362,192



Total Households
 Target Group: 773,950 | 20.2%
 Market: 3,835,960

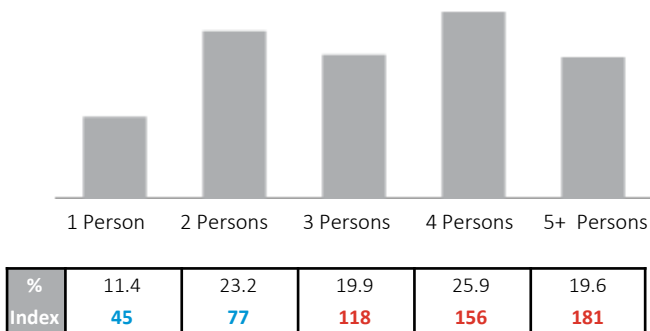
Average Household Income

\$131,553
 (111)

Household Size*

Median Household
 Maintainer Age

50
 (97)



Marital Status**

61.4%
 (111)

Married/Common-Law

Family Composition***

63.7%
 (128)

Couples With Kids at Home

Education**

32.2%
 (98)

University Degree

Visible Minority Presence*

57.3%
 (130)

Belong to a visible minority
 group

Non-Official Language*

3.5%
 (108)

No knowledge of English or
 French

Immigrant Population*

44.5%
 (118)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Status via Home	126	76	Fulfilment Through Work
Confidence in Advertising	121	81	Attraction to Nature
Religiosity	121	82	Ecological Concern
Traditional Family	121	87	Utilitarian Consumerism
Ostentatious Consumption	121	87	Skepticism Towards Advertising

[Link to Glossary of Social Values](#)

Key Social Values

Status via Home Index = 126	Confidence in Advertising Index = 121	Religiosity Index = 121
Traditional Family Index = 121	Ostentatious Consumption Index = 121	Consumption Evangelism Index = 119
Legacy Index = 117	Advertising as Stimulus Index = 116	Social Darwinism Index = 116
Importance of Aesthetics Index = 116	Attraction For Crowds Index = 116	Personal Optimism Index = 115

































Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited (Past Year)

Top 5 Activities Participated*	% Comp	Index
Reading	82.4	101
Swimming	57.0	104
Gardening	55.9	99
Home exercise & home workout	54.3	101
Fitness walking	47.9	101

Top 5 Activities Attended*	% Comp	Index
Movies at a theatre/drive-in	42.8	107
Bars & restaurant bars	39.2	102
Other activities & attractions	36.2	101
Auditoriums, arenas & stadiums (any)	35.4	102
Exhibitions, carnivals, fairs & markets	32.4	102

Key Tourism Activities**

Reading  82.4% (101)	Swimming  57.0% (104)	Gardening  55.9% (99)	Home exercise & home workout  54.3% (101)	Fitness walking  47.9% (101)	Volunteer work  46.9% (103)	Playing video games  46.4% (108)	Bowling  44.5% (108)
Movies at a theatre/drive-in  42.8% (107)	Camping  42.2% (104)	Arts, crafts, sewing & knitting  40.7% (100)	Bars & restaurant bars  39.2% (102)	Cycling  38.1% (103)	Other activities & attractions  36.2% (101)	Auditoriums, arenas & stadiums (any)  35.4% (102)	Hiking & backpacking  35.4% (107)
Fitness classes  34.5% (105)	Canoeing & kayaking  34.5% (99)	Ice skating  33.7% (111)	Photography  33.1% (97)	Exhibitions, carnivals, fairs & markets  32.4% (102)	Health club activity  31.3% (106)	Art galleries, museums & science centres  30.1% (94)	Jogging  29.3% (111)
Parks & city gardens  28.8% (96)	Billiards & pool  27.5% (105)	Specialty movie theatres/IMAX  27.1% (95)	Theatre - Major theatres, halls & auditoriums  26.5% (96)	Historical sites  25.8% (95)	Fishing & hunting  24.5% (108)	Zoos & aquariums  24.1% (110)	Theme parks, waterparks & water slides  24.0% (122)

Sources: Opticks Powered by Numeris

Index: At least 10% **above** or **below** the average

(!) Indicates small sample size

*Selected and ranked by percent composition

Source: Environics Analytics

Note: Base variables are default and vary based on database

Based on Households Population 12+

**Ranked by percent composition

Media

Overall Level of Use

Radio



11 hours/week

(89)

Television



1,029 minutes/week

(88)

Newspaper



1 hours/week

(64)

Magazine



6 minutes/day

(79)

Internet



276 minutes/day

(106)

Top Radio Programs*

Programs [Weekly]

	%	Index
Mainstream Top 40/CHR	32.4	139
News/Talk	18.1	80
Hot Adult Contemporary	16.8	119
Adult Contemporary	16.5	103
All News	13.8	122
Classic Hits	13.6	102
AOR/Mainstream Rock	12.0	92
Modern/Alternative Rock	8.7	95
Today's Country	7.0	80
Multi/Variety/Specialty	6.6	75

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	45.9	99
Evening local news	29.4	91
Hockey (when in season)	25.4	106
Primetime serial dramas	25.4	89
Home renovation/decoration shows	24.1	100
Suspense/crime dramas	23.0	92
News/current affairs	22.8	88
Situation comedies	22.1	93
Cooking programs	20.6	95
Documentaries	20.1	87

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	52.2	94
National News	46.5	91
International News & World	45.2	93
Movie & Entertainment	34.2	96
Health	29.9	93
Sports	28.4	96
Food	28.4	92
Business & Financial	25.9	91
Travel	23.1	89
Editorials	22.9	80

Top Magazine Publications*

Read [Past Month]

	%	Index
CAA Magazine	11.3	84
Canadian Living	6.7	86
Food & Drink	6.6	90
Other U.S. magazines	5.8	87
Other English-Canadian	5.6	81
Cineplex Magazine	4.6	91
National Geographic	4.4	86
Reader's Digest	4.3	98
People	3.8	88
Maclean's	3.7	80

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	68.6	101
Send/receive a text/instant message	64.1	105
Participate in an online social network	57.6	106
Take pictures/video	56.4	108
Use maps/directions service	54.4	104
Use apps	52.5	104
Do banking/pay bills online	52.2	103
Internet search - business, services, products	41.2	96
Access a news site	40.1	102
Watch a subscription-based video service	36.9	106

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	60.7	106
Take pictures/video	54.2	109
Send/receive email	53.9	106
Participate in an online social network	49.1	113
Use apps	49.1	106
Use maps/directions service	46.4	108
Do banking/pay bills online	29.0	110
Internet search - business, services, products	28.2	102
Access a news site	28.1	110
Compare products/prices while shopping	24.6	115

Media

Social Media Platforms

Usage [Currently Use]

	Facebook 76.7% (101)		YouTube 76.1% (103)		WhatsApp 58.0% (117)
	LinkedIn 54.2% (110)		Instagram 45.3% (110)		Twitter 35.9% (112)
	Pinterest 29.5% (102)		Snapchat 17.3% (119)		Podcasts 16.2% (93)
	Blogs 12.5% (97)		Reddit 11.8% (106)		Health/Fitness 10.8% (113)
	Dating App 5.5% (102)		Flickr 4.9% (110)		Tinder 4.3% (116)

Reasons to Follow Brands

	%	Index
To get coupons and discounts	35.9	106
To learn about a brand's products/services	33.0	103
To enter contests	27.5	98
To be among the first to hear brand news	18.1	118
To provide feedback to the brand	14.7	109
To engage with content	11.6	119
To share brand-related stories with consumers	7.9	119
To make suggestions for new products/services	7.7	119

Reasons to Unfollow Brands

	%	Index
Too many messages	33.4	96
Not enough value	21.6	106
Stopped purchasing products from brand	11.9	99
Other	2.6	106

Social Media Attitudes

"Social media companies should not be allowed to own or share my personal information" 80% Index = 97	"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company" 69% Index = 98	"I tend to ignore marketing and advertisements when I'm in a social media environment" 66% Index = 96
"Use SM to stay connected with personal contacts" 49% Index = 106	"Use SM to stay connected with family" 46% Index = 107	"Use SM to keep up to date on general news/events" 43% Index = 110

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	37.3	106
Subscribe to brand email newsletter	22.0	104
Follow brand on Instagram	19.5	116
Subscribe to brand channel on YouTube	19.5	120
Follow brand on Twitter	13.5	124
Join an exclusive online community of consumers who also like the brand	13.2	121

Product Preferences

Variables with "Agree" Statements

"I consider it important to vote in elections" 81% Index = 98	"I would like to eat healthy foods more often" 77% Index = 99	"I am concerned about people getting high and driving" 76% Index = 99	"It is important to monitor what children watch/listen to/access via media" 75% Index = 100	"I have tried a product/service based on a personal recommendation" 73% Index = 100
"Once I find a brand I like, I stick with it" 72% Index = 99	"I would rather spend a quiet evening at home than go out to a party" 70% Index = 102	"I generally achieve what I set out to do" 70% Index = 101	"If one of my usual brands is on special, I will buy extra" 69% Index = 97	"'New and improved' on packages is just an advertising gimmick" 68% Index = 101
"I am very concerned about the nutritional content of food products I buy" 68% Index = 100	"I am concerned about the issues of online security/identity theft" 67% Index = 97	"Family life and having children are most important to me" 64% Index = 104	"I prepare a grocery list before doing my shopping" 62% Index = 99	"I value companies who give back to the community" 61% Index = 96
"I am interested in learning about different cultures" 61% Index = 102	"I consider myself to be informed on current events or issues" 61% Index = 96	"My home is kept very neat and clean" 58% Index = 103	"It's important to buy products from socially-responsible/environmentally-friendly companies" 58% Index = 100	"I offer recommendations of products/services to other people" 58% Index = 102
"I like to try new places to eat" 57% Index = 100	"I am more independent than most people" 57% Index = 100	"I make an effort to buy local produce/products" 56% Index = 94	"When I shop online I prefer to support Canadian retailers" 55% Index = 101	"I like to try new and different products" 55% Index = 103



CENTRAL COUNTIES TOURISM

Foodie Fanatics

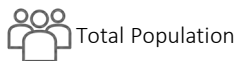
Foodie Fanatics

Leans toward university educated empty nesters and older couple without children. With an above average income and an upscale lifestyle, they reside in a vivid urban neighbourhood, are able to engage in leisure activities and embrace cultural diversity. This group actively seeks out and enjoys beer/food/wine festivals, wineries and craft breweries. Avid foodies but health conscious, they gravitate towards the restaurants with healthier and light gourmet options. This group also enjoys the outdoors, conservations parks/city gardens, art experiences, golfing, fishing, and winter sports. Highly organized, their purchase decisions are made in advance and researched.

Less digitally inclined, the best way to reach this group is through radio & talk news, newspapers and magazines. But when searching, this group is looking at food related sites. This group travels often and is looking for food experiences while discovering new cuisines.



Demographic Profile



Total Population
 Target Group: 596,698 | 5.8%
 Market: 10,362,192

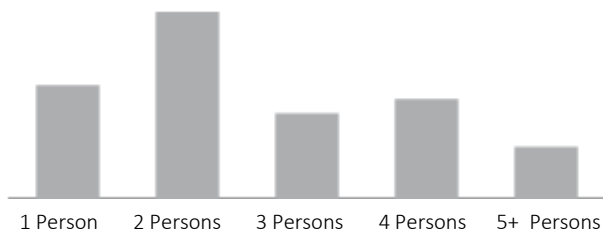


Total Households
 Target Group: 216,743 | 5.7%
 Market: 3,835,960

Average Household Income

\$173,349
 (146)

Household Size*



Median Household Maintainer Age

56
 (107)

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	21.1	34.7	15.9	18.6	9.7
Index	83	115	94	112	89

Marital Status**

61.8%
 (112)

Married/Common-Law

Family Composition***

50.0%
 (100)

Couples With Kids at Home

Education**

39.6%
 (121)

University Degree

Visible Minority Presence*

18.5%
 (42)

Belong to a visible minority group

Non-Official Language*

1.0%
 (30)

No knowledge of English or French

Immigrant Population*

22.2%
 (59)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Emotional Control	118	79	Pursuit of Intensity
Personal Control	117	81	Active Government
Effort Toward Health	114	83	Fatalism
Racial Fusion	113	83	Sexism
Rejection of Orderliness	112	84	Advertising as Stimulus

[Link to Glossary of Social Values](#)

Key Social Values

Emotional Control Index = 118	Personal Control Index = 117	Effort Toward Health Index = 114
Racial Fusion Index = 113	Rejection of Orderliness Index = 112	Flexible Families Index = 111
Need for Escape Index = 111	National Pride Index = 110	Culture Sampling Index = 109
Concern for Appearance Index = 109	North American Dream Index = 108	Legacy Index = 108

































Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited (Past Year)

Top 5 Activities Participated*	% Comp	Index
Reading	84.2	103
Gardening	61.3	108
Swimming	57.0	105
Home exercise & home workout	55.8	103
Fitness walking	49.6	105

Top 5 Activities Attended*	% Comp	Index
Movies at a theatre/drive-in	40.5	101
Bars & restaurant bars	39.3	103
Auditoriums, arenas & stadiums (any)	36.8	106
Parks & city gardens	34.8	115
Exhibitions, carnivals, fairs & markets	34.5	109

Key Tourism Activities**

Reading  84.2% (103)	Gardening  61.3% (108)	Swimming  57.0% (105)	Home exercise & home workout  55.8% (103)	Fitness walking  49.6% (105)	Volunteer work  48.7% (107)	Arts, crafts, sewing & knitting  44.1% (109)	Camping  41.8% (103)
Bowling  41.1% (99)	Playing video games  40.9% (95)	Movies at a theatre/drive-in  40.5% (101)	Cycling  40.2% (109)	Bars & restaurant bars  39.3% (103)	Auditoriums, arenas & stadiums (any)  36.8% (106)	Canoeing & kayaking  36.7% (106)	Photography  35.6% (104)
Hiking & backpacking  35.1% (106)	Parks & city gardens  34.8% (115)	Exhibitions, carnivals, fairs & markets  34.5% (109)	Specialty movie theatres/IMAX  33.7% (118)	Other activities & attractions  33.6% (94)	Art galleries, museums & science centres  33.0% (103)	Fitness classes  32.7% (100)	Theatre - Major theatres, halls & auditoriums  31.2% (113)
Ice skating  30.9% (102)	Health club activity  29.2% (99)	Historical sites  27.7% (101)	Concerts - Theatres & halls  26.1% (109)	Billiards & pool  26.0% (99)	Fishing & hunting  24.9% (110)	Jogging  24.9% (95)	Golfing  24.4% (113)

Sources: Opticks Powered by Numeris

Index: At least 10% **above** or **below** the average

(!) Indicates small sample size

*Selected and ranked by percent composition

Source: Environics Analytics

Note: Base variables are default and vary based on database

Based on Households Population 12+

**Ranked by percent composition

Media

Overall Level of Use



Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	27.0	120
Mainstream Top 40/CHR	18.9	81
Adult Contemporary	16.7	105
Hot Adult Contemporary	16.0	114
Classic Hits	14.6	109
AOR/Mainstream Rock	13.2	101
Today's Country	12.6	145
Multi/Variety/Specialty	11.6	132
All News	9.2	82
Modern/Alternative Rock	9.1	100

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	46.8	101
Evening local news	34.5	107
Primetime serial dramas	32.1	113
News/current affairs	28.9	112
Situation comedies	26.4	111
Suspense/crime dramas	26.1	104
Hockey (when in season)	25.9	108
Home renovation/decoration shows	25.8	107
Documentaries	24.3	106
Cooking programs	23.5	108

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	61.0	109
National News	55.6	109
International News & World	52.8	108
Movie & Entertainment	37.8	106
Health	33.8	105
Editorials	33.7	117
Food	33.6	109
Sports	30.4	102
Business & Financial	30.4	107
Travel	28.4	110

Top Magazine Publications*

Read [Past Month]

	%	Index
CAA Magazine	15.0	111
Canadian Living	8.4	107
Other English-Canadian	7.4	108
Other U.S. magazines	7.1	107
Food & Drink	6.7	91
Hello! Canada	5.5	124
Maclean's	5.3	113
National Geographic	5.2	103
Cineplex Magazine	4.9	98
Zoomer Magazine	4.8	115

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	69.7	103
Send/receive a text/instant message	60.7	99
Use maps/directions service	51.8	99
Take pictures/video	51.3	99
Do banking/pay bills online	51.3	101
Use apps	51.3	102
Participate in an online social network	50.5	93
Internet search - business, services, products	45.5	106
Access a news site	39.4	101
Watch a subscription-based video service	36.0	103

Top Mobile Activities*

Activity [Past Week]

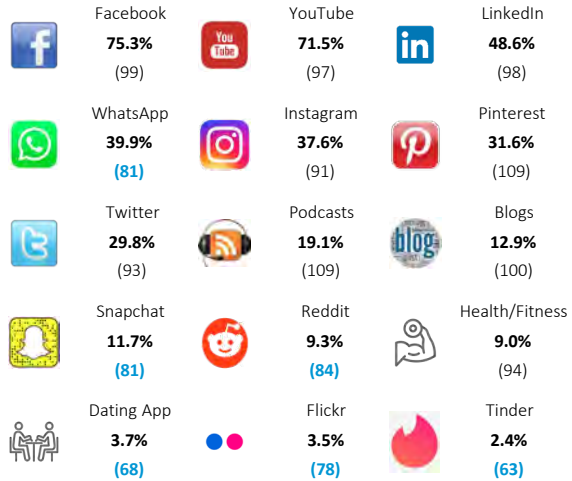
	%	Index
Send/receive a text/instant message	56.4	99
Send/receive email	51.1	101
Take pictures/video	48.5	98
Use apps	47.2	101
Use maps/directions service	41.2	96
Participate in an online social network	38.9	90
Internet search - business, services, products	27.3	99
Access a news site	24.1	95
Do banking/pay bills online	23.4	89
Compare products/prices while shopping	21.0	98

Sources: Opticks Powered by Numeris
 Source: Environics Analytics
 Index: At least 10% **above** or **below** the average (!) Indicates small sample size
 Note: Base variables are default and vary based on database
 *Selected and ranked by percent composition
 Based on Households Population 12+

Media

Social Media Platforms

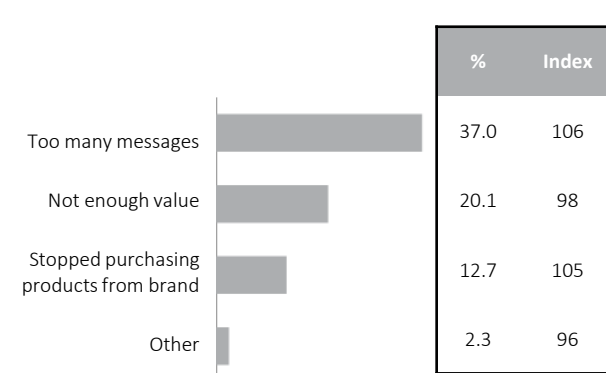
Usage [Currently Use]



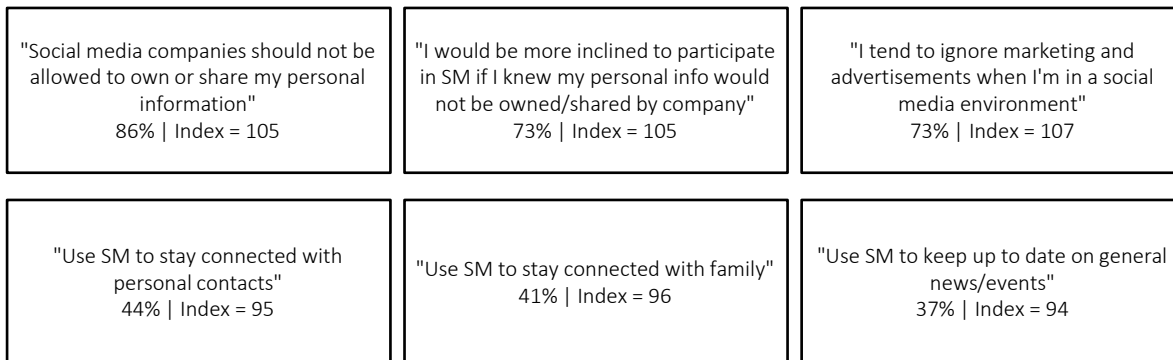
Reasons to Follow Brands



Reasons to Unfollow Brands

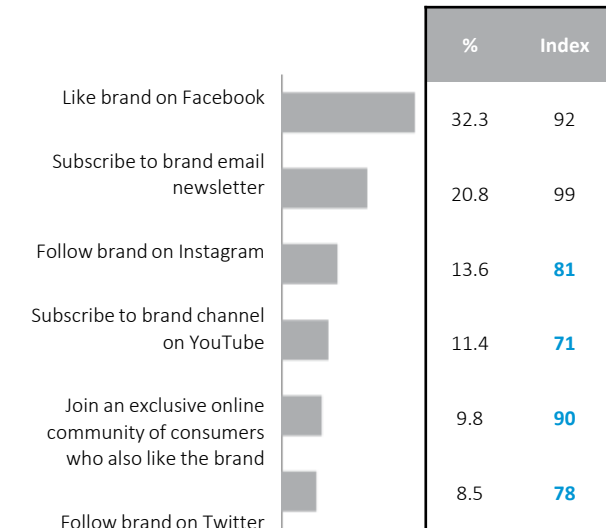


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

Variables with "Agree" Statements

"I consider it important to vote in elections"
 84% | Index = 102

"I would like to eat healthy foods more often"
 78% | Index = 101

"I am concerned about people getting high and driving"
 77% | Index = 100

"It is important to monitor what children watch/listen to/access via media"
 75% | Index = 99

"If one of my usual brands is on special, I will buy extra"
 74% | Index = 104

"I have tried a product/service based on a personal recommendation"
 74% | Index = 102

"Once I find a brand I like, I stick with it"
 74% | Index = 101

"I generally achieve what I set out to do"
 71% | Index = 102

"I am concerned about the issues of online security/identity theft"
 69% | Index = 100

"I am very concerned about the nutritional content of food products I buy"
 69% | Index = 101

"I would rather spend a quiet evening at home than go out to a party"
 69% | Index = 99

"'New and improved' on packages is just an advertising gimmick"
 66% | Index = 97

"I consider myself to be informed on current events or issues"
 66% | Index = 103

"I value companies who give back to the community"
 65% | Index = 102

"I prepare a grocery list before doing my shopping"
 65% | Index = 104

"Family life and having children are most important to me"
 64% | Index = 104

"I make an effort to buy local produce/products"
 62% | Index = 105

"I am interested in learning about different cultures"
 59% | Index = 98

"My home is kept very neat and clean"
 58% | Index = 103

"It's important to buy products from socially-responsible/environmentally-friendly companies"
 58% | Index = 100

"I like to try new places to eat"
 57% | Index = 100

"I offer recommendations of products/services to other people"
 57% | Index = 100

"I prefer to shop at retail store location for the customer experience"
 57% | Index = 101

"I take care of money matters and bill paying in our household"
 56% | Index = 102

"When I shop online I prefer to support Canadian retailers"
 56% | Index = 102



CENTRAL COUNTIES TOURISM

Passionate Putter

Passionate Putters

This segment is family oriented and values hard work, leans towards a higher income bracket, and lives in an upscale suburban neighbourhood that values the cultural diversity within their community and social network.

An older demographic, this group tends to engage in moderate physical activities such as fitness, walking, swimming and exercising at home and are passionate about golf both watching and participating. Golf is not just a sport, it is a way to maintain our strong connections to family, friends and community. This group also enjoys food experiences, craft beer, some arts experiences, gardening and home shows.

Preferred media is the local news, commuter radio, major newspapers, travel and lifestyle magazines.

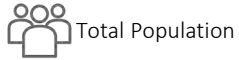
This group are light social media (Facebook and LinkedIn) and internet users, but engage in social media through their children. They also use the internet to source travel deals and destination information.

This group tends to book online.

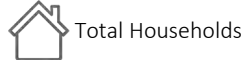
Enjoying travel, for long haul travel they prefer out-of-town destinations, RV'ing, cruises and warmer climates.



Demographic Profile



Total Population
 Target Group: 1,456,780 | 14.1%
 Market: 10,362,192

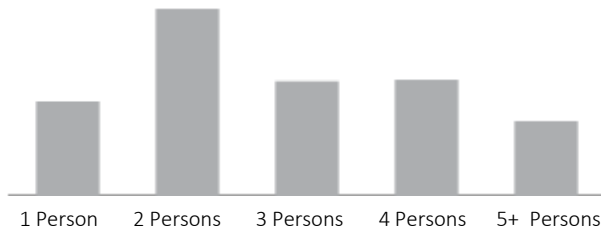


Total Households
 Target Group: 477,923 | 12.5%
 Market: 3,835,960

Average Household Income

\$157,706
 (132)

Household Size*



Median Household Maintainer Age

56
 (108)

Marital Status**

59.4%
 (108)

Married/Common-Law

Family Composition***

52.6%
 (106)

Couples With Kids at Home

Education**

29.8%
 (91)

University Degree

Visible Minority Presence*

38.4%
 (87)

Belong to a visible minority group

Non-Official Language*

4.7%
 (143)

No knowledge of English or French

Immigrant Population*

35.1%
 (93)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Legacy	112	85	Active Government
Rejection of Orderliness	110	85	Fulfillment Through Work
Community Involvement	110	86	Attraction to Nature
Racial Fusion	109	89	Importance of Spontaneity
Need for Escape	108	90	Brand Apathy

[Link to Glossary of Social Values](#)

Key Social Values

Legacy Index = 112	Rejection of Orderliness Index = 110	Community Involvement Index = 110
Racial Fusion Index = 109	Need for Escape Index = 108	Culture Sampling Index = 108
Propriety Index = 106	Penchant for Risk Index = 106	Introspection & Empathy Index = 106
Attraction For Crowds Index = 106	Saving on Principle Index = 105	Flexible Families Index = 105

































Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited [Past Year]

Top 5 Activities Participated*	% Comp	Index
Reading	82.5	101
Gardening	59.3	105
Swimming	56.0	103
Home exercise & home workout	53.6	99
Fitness walking	46.6	99

Top 5 Activities Attended*	% Comp	Index
Movies at a theatre/drive-in	38.8	97
Bars & restaurant bars	36.0	94
Other activities & attractions	33.3	93
Auditoriums, arenas & stadiums (any)	33.1	96
Art galleries, museums & science centres	31.0	97

Key Tourism Activities**

Reading  82.5% (101)	Gardening  59.3% (105)	Swimming  56.0% (103)	Home exercise & home workout  53.6% (99)	Fitness walking  46.6% (99)	Volunteer work  46.1% (101)	Arts, crafts, sewing & knitting  41.1% (102)	Playing video games  41.1% (96)
Bowling  40.7% (99)	Camping  38.9% (96)	Movies at a theatre/drive-in  38.8% (97)	Cycling  37.4% (101)	Bars & restaurant bars  36.0% (94)	Photography  34.7% (102)	Canoeing & kayaking  34.5% (99)	Other activities & attractions  33.3% (93)
Auditoriums, arenas & stadiums (any)  33.1% (96)	Hiking & backpacking  32.1% (97)	Fitness classes  31.9% (97)	Art galleries, museums & science centres  31.0% (97)	Exhibitions, carnivals, fairs & markets  30.8% (97)	Parks & city gardens  29.5% (98)	Ice skating  29.4% (97)	Health club activity  28.0% (95)
Specialty movie theatres/IMAX  27.8% (98)	Theatre - Major theatres, halls & auditoriums  27.5% (100)	Historical sites  27.2% (100)	Jogging  25.2% (96)	Concerts - Theatres & halls  24.5% (102)	Billiards & pool  24.3% (93)	Fishing & hunting  22.3% (99)	Golfing  22.3% (104)

Media

Overall Level of Use



Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	22.9	102
Mainstream Top 40/CHR	20.9	90
Adult Contemporary	15.9	100
Hot Adult Contemporary	14.8	105
AOR/Mainstream Rock	13.6	105
All News	13.3	117
Classic Hits	13.2	99
Today's Country	10.3	118
Multi/Variety/Specialty	9.9	112
Modern/Alternative Rock	8.3	91

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	45.2	98
Evening local news	35.4	110
Primetime serial dramas	29.4	103
News/current affairs	25.9	100
Suspense/crime dramas	25.5	102
Situation comedies	25.1	106
Home renovation/decoration shows	24.2	101
Hockey (when in season)	23.3	98
Documentaries	22.5	98
Cooking programs	20.6	95

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	58.1	104
National News	52.1	102
International News & World	51.2	105
Movie & Entertainment	37.0	104
Health	34.0	106
Food	32.5	105
Editorials	31.3	109
Sports	30.6	103
Business & Financial	30.0	105
Travel	27.5	106

Top Magazine Publications*

Read [Past Month]

	%	Index
CAA Magazine	14.2	105
Canadian Living	8.1	104
Other English-Canadian	7.0	102
Food & Drink	7.0	95
Other U.S. magazines	6.3	95
Hello! Canada	5.1	115
National Geographic	5.0	97
Maclean's	4.9	104
Cineplex Magazine	4.9	97
Zoomer Magazine	4.7	112

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	68.5	101
Send/receive a text/instant message	60.3	99
Use maps/directions service	51.7	99
Participate in an online social network	51.5	95
Take pictures/video	51.2	98
Use apps	48.7	97
Do banking/pay bills online	48.6	96
Internet search - business, services, products	44.4	103
Access a news site	38.3	98
Watch a subscription-based video service	32.4	93

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	56.2	98
Send/receive email	50.4	99
Take pictures/video	48.6	98
Use apps	44.8	96
Use maps/directions service	41.7	97
Participate in an online social network	41.2	95
Internet search - business, services, products	27.3	99
Access a news site	24.6	96
Do banking/pay bills online	23.8	90
Compare products/prices while shopping	20.6	97

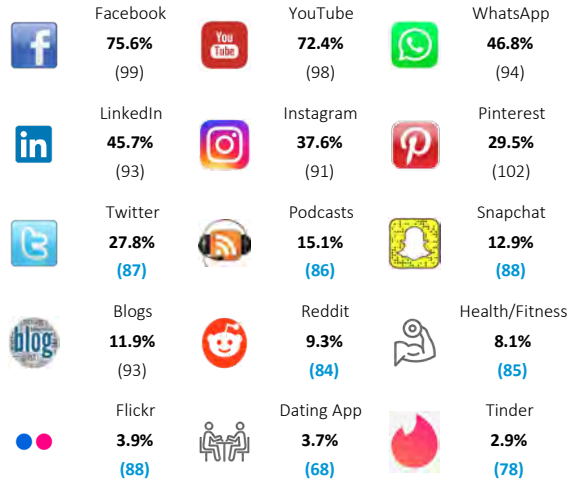
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 Source: Environics Analytics
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 *Selected and ranked by percent composition
 Based on Households Population 12+

Passionate Putters
 PRIZM Segments Included (by SESI): 01, 03, 10, 14, 23, 25, 37, 38
 Market: Total Market

Media

Social Media Platforms

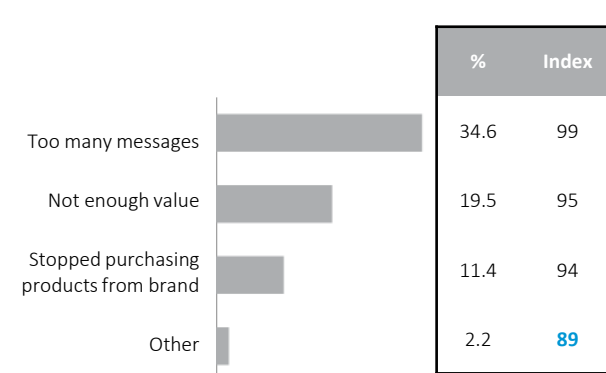
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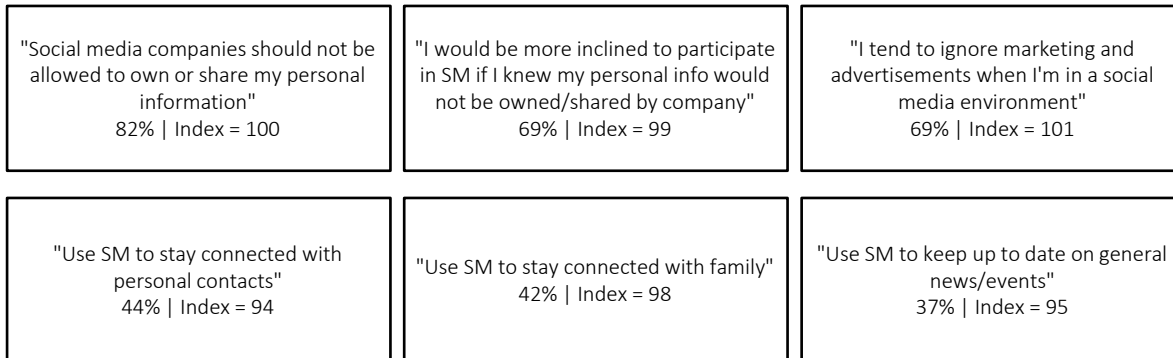
Reasons to Follow Brands



Reasons to Unfollow Brands

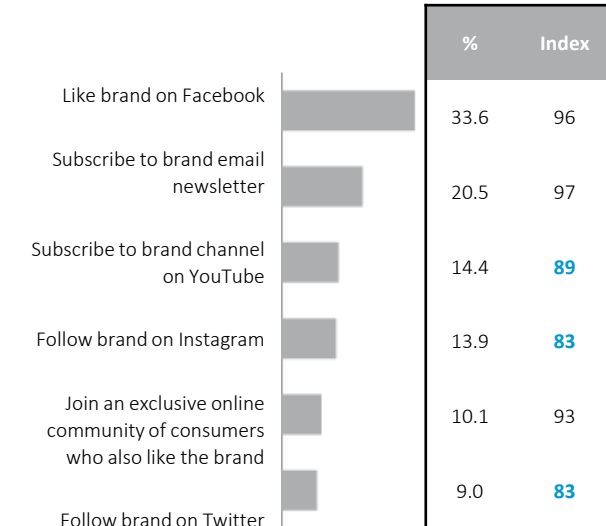


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

Variables with "Agree" Statements

"I consider it important to vote in elections"
 82% | Index = 100

"I am concerned about people getting high and driving"
 79% | Index = 103

"I would like to eat healthy foods more often"
 77% | Index = 100

"It is important to monitor what children watch/listen to/access via media"
 75% | Index = 100

"Once I find a brand I like, I stick with it"
 74% | Index = 102

"If one of my usual brands is on special, I will buy extra"
 73% | Index = 102

"I have tried a product/service based on a personal recommendation"
 72% | Index = 100

"I am concerned about the issues of online security/identity theft"
 71% | Index = 103

"I would rather spend a quiet evening at home than go out to a party"
 70% | Index = 101

"I am very concerned about the nutritional content of food products I buy"
 69% | Index = 102

"I generally achieve what I set out to do"
 69% | Index = 100

"'New and improved' on packages is just an advertising gimmick"
 67% | Index = 99

"I value companies who give back to the community"
 65% | Index = 101

"Family life and having children are most important to me"
 63% | Index = 103

"I consider myself to be informed on current events or issues"
 63% | Index = 99

"I prepare a grocery list before doing my shopping"
 63% | Index = 100

"I make an effort to buy local produce/products"
 61% | Index = 104

"I am interested in learning about different cultures"
 58% | Index = 96

"I offer recommendations of products/services to other people"
 58% | Index = 102

"It's important to buy products from socially-responsible/environmentally-friendly companies"
 58% | Index = 100

"I prefer to shop at retail store location for the customer experience"
 57% | Index = 102

"I like to try new places to eat"
 57% | Index = 100

"I am more independent than most people"
 56% | Index = 99

"My home is kept very neat and clean"
 56% | Index = 99

"When I shop online I prefer to support Canadian retailers"
 55% | Index = 100